



# GET BOOKINGS FROM INSTAGRAM USERS

Discover the framework we use at our holiday rental company to convert Instagram followers into warm email leads that can become paying guests.

by Thibault Masson



# AGENDA



- CONSISTENT STRATEGY
- ACTIVATE IG USERS



# GET THE PRESENTATION



[rentalscaleup.com/ssw-ig](https://rentalscaleup.com/ssw-ig)



# THIBAUT MASSON RENTAL SCALE-UP



- *OWNER (ST BARTHS, BALI)*
- *5 YEARS AT BOOKING.COM HEADQUARTERS (TECH FOR VACATION RENTALS)*
- *INDUSTRY ANALYST ON RENTALSACLEUP.COM*
- *FREE NEWSLETTER:  
RENTALSACLEUP.COM/NEWSLETTER*

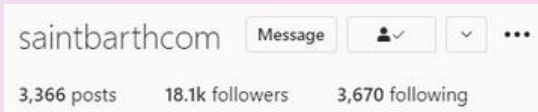





# RESULTS

FEB 2021 - JULY 2021

**+ 2,200 INSTAGRAM FOLLOWERS**  
WHILE THE ISLAND BORDERS WERE CLOSED FOR 3 MONTHS!

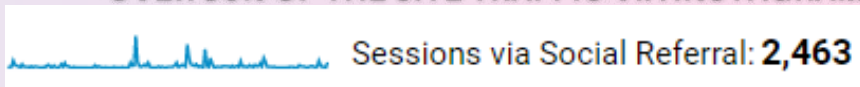
03 —



saintbarthcom Message   

3,366 posts 18.1k followers 3,670 following

**OVER 50% OF THE SITE TRAFFIC VIA INSTAGRAM**



**500+ EMAIL CONTACTS**  
THAT REMAINED IN PIPELINE AFTER INTRO SEQUENCE

TAG	CATEGORY	LEADS TAGGED	ACTIONS
<input type="radio"/> SBH - Instagram	St Barths	519	 



# HOW?

- **CONSISTENT STRATEGY**
- **USER ACTIVATION**

**04 —**



# CONSISTENT STRATEGY

05 —



# INSTAGRAM: THE OPPORTUNITIES

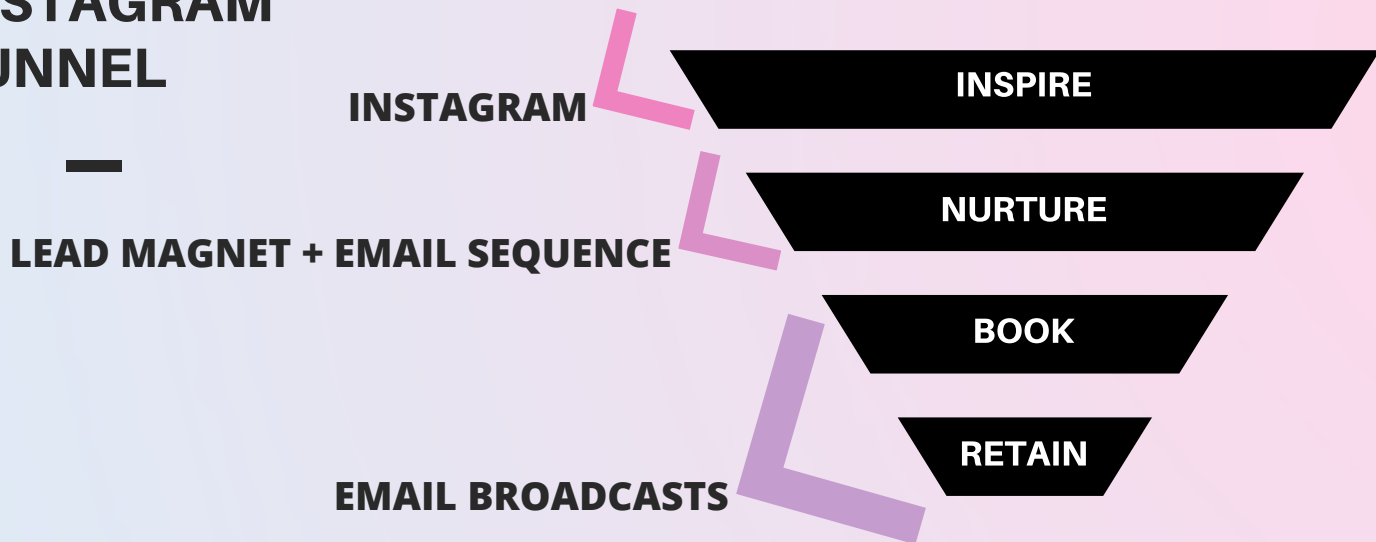
06 —

- *GET POTENTIAL CLIENTS*
- *GROW OUR LIST*
- *BUILD AUTHORITY AND CULTIVATE TRUST*





# SAINTBARTH.COM INSTAGRAM FUNNEL



# IDENTIFY AUDIENCE

08 —



FIRST TIME TRAVELERS

REPEAT TRAVELERS

PAST GUESTS





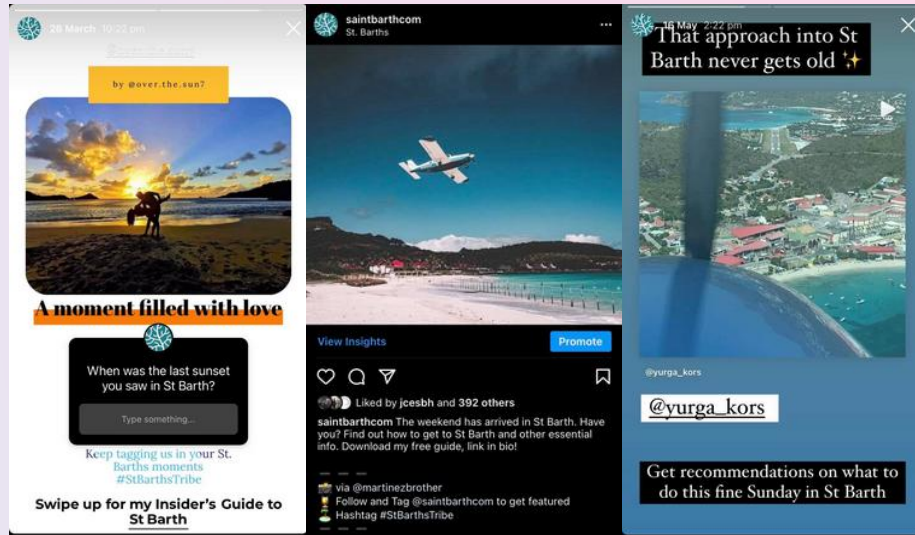
ST BARTH IS A CARIBBEAN ISLAND IN THE FRENCH WEST INDIES. EVEN THOUGH ST BARTH IS FRENCH-SPEAKING, WE POST TO OUR INSTAGRAM ALMOST EXCLUSIVELY IN ENGLISH. WHY?

***A MAJORITY OF TRAVELERS TO ST BARTH ARE FROM THE US AND CANADA DUE TO THEIR PROXIMITY AND FLIGHT CONNECTIONS.***



# DEFINE MESSAGING

10 —



# CREATE A HOOK

11 —

## Create landing page

- Promise Value
- Easy sign-up

### Tool:

- Website page, landing page tools such as LeadPages and OptinMonster

# WHY SHOULD YOUR AUDIENCE SHARE THEIR PRIVATE INFO (EMAIL) WITH YOU?



Get my free travel guide

"Your St Barths Insider's Guide - for First Timers & for Regular Visitors"

**Thibault Messon**  
Créateur de [StBarths.com](#)

I would like to receive future communications

I agree to the [GDPR Terms & Conditions](#)

GET FREE INSTANT ACCESS

Get all the information you need to prepare your next vacation in St Barths. From how to get to the island from the US, Europe, and South America to where to have a romantic dinner, which beaches to go to and why most people stay at all while, my guide is a handy reference for you to use a before and during your trip.

Your information is 100% Secure And 100% Never Be Shared With Anyone



# DELIVER VALUE

12 —

## My travel guide

- Island overview
- Personal tips

### **Tool:**

- Canva, PowerPoint,  
Google Slides

**GIVE AWAY SOMETHING VALUABLE,  
YET EASY TO CONSUME (e.g. a PDF)**

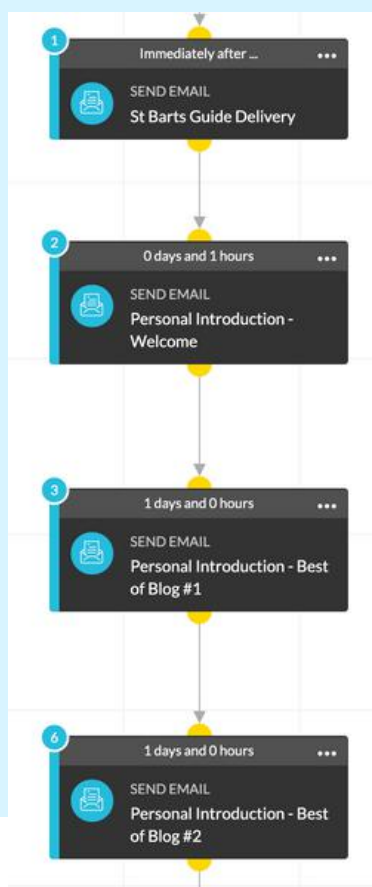


# ADD LEADS TO YOUR EMAIL LIST AND SEND AN INTRO SEQUENCE

12 —

## USE AUTOMATION TO CREATE A CONNECTION WITH YOU

- Use emailing software such as MailChimp, Constant Contact
- Create a series of 3 to 5 emails
- Introduce yourself / your team, best of content, give reasons to stay on the list



# ACTIVATE IG USERS

05 —



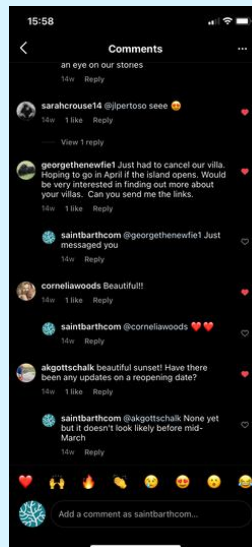
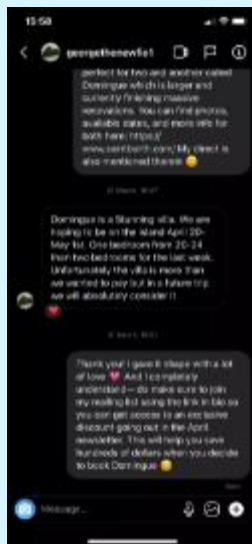
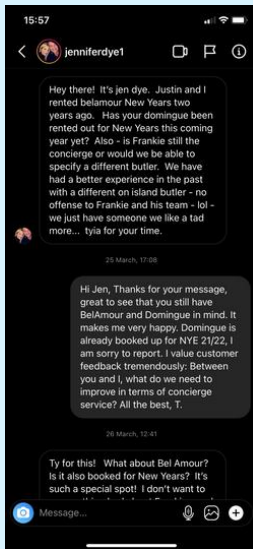


# LEAD CONVERSION

17 —

## DEFINE AND REVIEW LEADS

- Mailing list sign-ups
- Direct booking inquiries



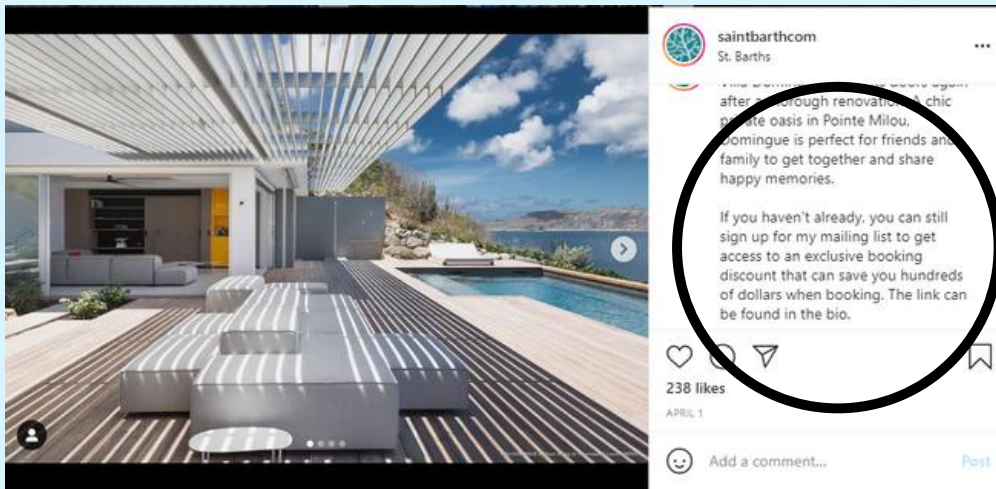
# FROM INSTAGRAM TO BOOKINGS

12 —

CREATE OPPORTUNITIES  
TO MEET YOUR GOALS

- Create offers

- Promote mailing list
- Drive website traffic

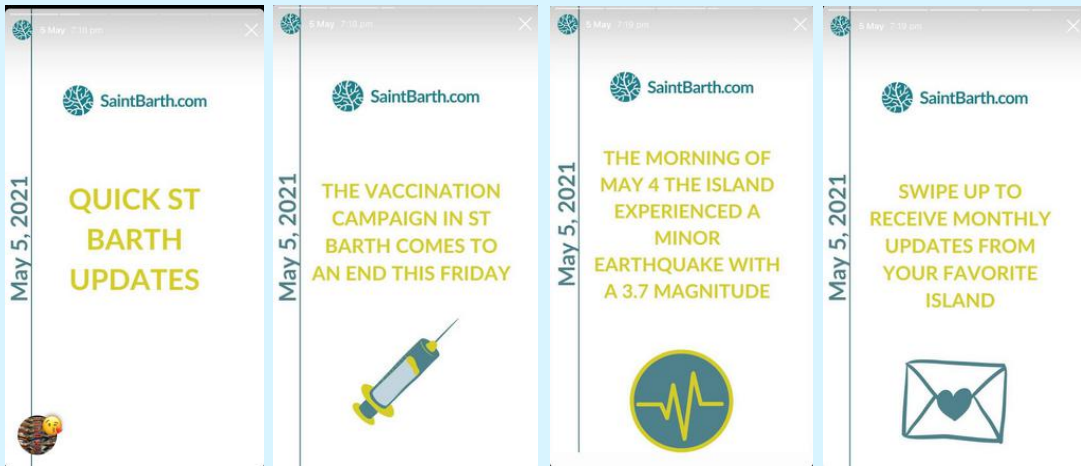


# CONVERT LEADS

13 —

## CREATE OPPORTUNITIES TO MEET YOUR GOALS

- Create offers
- **Promote mailing list**
- Drive website traffic



# CONVERTING LEADS

14 —

## CREATE OPPORTUNITIES TO MEET YOUR GOALS

- Create offers
- Promote mailing list
- **Drive website traffic**

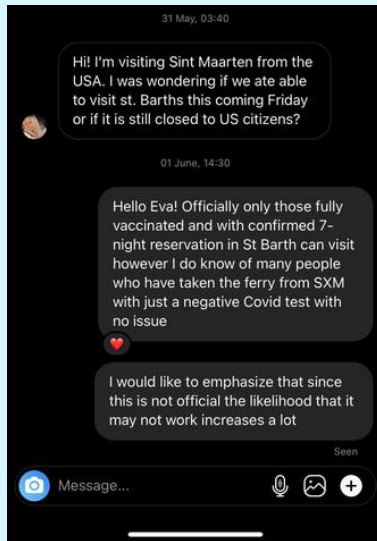
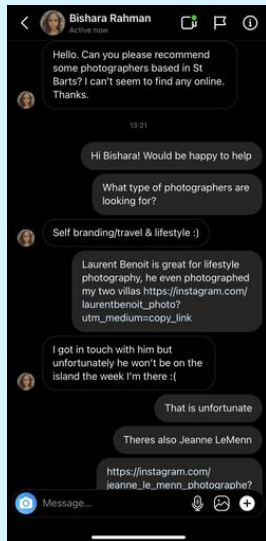


# ANALYSING SENTIMENT

16 —

## ASSESS THE TONE OF YOUR INTERACTIONS

Are your followers and non-followers alike looking to you for information about your area? Do you receive positive feedback for your efforts?





# TRACK PERFORMANCE METRICS



15 —

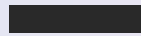
FOLLOWER GROWTH  
REACH  
INTERACTIONS  
WEBSITE TAPS  
STORY REACH  
SWIPE UPS

**REMINDER:  
KNOW WHICH METRICS  
ARE KEY TO MEETING  
YOUR SPECIFIC  
OBJECTIVES - THERE IS NO  
ONE-SIZE-FITS-ALL  
ANALYSIS**



# TAKEAWAYS

30



- There is opportunity within crisis
- Share what you know (and you know a lot)
- Create robust systems to take guesswork out of performance measurement



# GET THE PRESENTATION



Go to

[rentalscaleup.com/ssw-ig](https://rentalscaleup.com/ssw-ig)







# Q&A





# Thank you!



Your [free Instagram checklist](#)

[Your free Instagram monthly content planning calendar](#)